

ABSTRAK

Penelitian ini dilatarbelakangi oleh TikTok @skintific_id yang terdampak larangan pemerintah Indonesia dalam transaksi jual beli di *social commerce* untuk memperbaiki tata kelola ekosistem *e-commerce*. Oleh karena itu, *Integrated Marketing Communication* (IMC) digunakan dalam mempromosikan produk untuk meningkatkan *Brand Equity* dan minat beli produk pada *Followers* TikTok @skintific_id. Sehingga tujuan dari penelitian ini yaitu untuk mengetahui sejauh mana pengaruh *Integrated Marketing Communication* (IMC) terhadap *Brand Equity* dan minat beli produk pada *Followers* TikTok @skintific_id. Dimensi-dimensi pada *Integrated Marketing Communication* (IMC) yaitu iklan, penjualan pribadi, promosi penjualan, hubungan masyarakat, dan pemasaran langsung. Pada *Brand Equity*, dimensi-dimensi yang digunakan yaitu kesadaran merek, asosiasi merek, kesan kualitas dan loyalitas merek. Pada minat beli, dimensi-dimensi yang digunakan yaitu minat transaksional, minat referensial, minat preferensial, dan minat eksploratif.

Penelitian ini merupakan penelitian kuantitatif dengan metode survei dan metode pengumpulan data berupa kuesioner. Sampel pada penelitian ini diambil dengan teknik *Purposive Sampling* yaitu berjumlah 385 *Followers* TikTok @skintific_id. Hasil analisis data *Integrated Marketing Communication* terhadap *Brand Equity* dinyatakan berpengaruh signifikan. Hasil analisis data *Integrated Marketing Communication* terhadap minat beli produk dinyatakan berpengaruh signifikan. Hasil analisis data *Brand Equity* terhadap minat beli produk dinyatakan berpengaruh signifikan. Sehingga dapat disimpulkan bahwa terdapat pengaruh *Integrated Marketing Communication* (IMC) terhadap *Brand Equity* dan Minat beli produk pada *Followers* TikTok @skintific_id.

Sejalan dengan kesimpulan diatas, maka disarankan kepada peneliti-peneliti selanjutnya untuk memperluas cakupan penelitiannya pada pengaruh *Integrated marketing Communication* (IMC) yang digunakan dalam mempromosikan produk terhadap *Brand Equity* dan menggali lebih dalam lagi faktor-faktor yang mempengaruhi minat beli *Followers*. Selain itu, hasil penelitian ini dapat menjadi evaluasi bagi *Tim Marketing* dan *Social Media Specialist* TikTok @skintific_id untuk meningkatkan promosi iklan dan mengaktifkan promosi penjualan kepada *Followers* @skintific_id.

Kata kunci: *Integrated Marketing Communication*, *Brand Equity*, minat beli produk, media baru, promosi.

ABSTRACT

This research is motivated by TikTok @skintific_id which is affected by the Indonesian government's ban on buying and selling transactions on social commerce to improve the governance of the e-commerce ecosystem. Therefore, Integrated Marketing Communication (IMC) is used in promoting products to increase Brand Equity and product purchase interest in Followers TikTok @skintific_id. The purpose of this study is to determine the extent of the influence of Integrated Marketing Communication (IMC) on Brand Equity and product purchase interest in Followers TikTok @skintific_id. The dimensions of Integrated Marketing Communication (IMC) are advertising, personal selling, sales promotion, public relations, and direct marketing. In Brand Equity, the dimensions used are brand awareness, brand association, quality impression and brand loyalty. In buying interest, the dimensions used are transactional interest, referential interest, preferential interest, and exploratory interest.

This research is a quantitative study with a survey method and data collection methods in the form of a questionnaire. The sample in this study was taken with Purposive Sampling technique, which amounted to 385 Followers TikTok @skintific_id. The results of the Integrated Marketing Communication data analysis on Brand Equity are stated to have a significant effect. The results of Integrated Marketing Communication data analysis on product purchase intention are stated to have a significant effect. The results of data analysis of Brand Equity on product purchase intention are stated to have a significant effect. It can be concluded that there is an influence of Integrated Marketing Communication (IMC) on Brand Equity and product purchase interest in Followers TikTok @skintific_id.

In line with the above conclusions, it is recommended that future researchers expand the scope of their research on the effect of Integrated marketing Communication (IMC) used in promoting products on Brand Equity and explore more deeply the factors that influence Followers' buying interest. In addition, the results of this study can be an evaluation for the Marketing Team and Social Media Specialist TikTok @skintific_id to increase advertising promotions and activate sales promotions to Followers @skintific_id.

Keywords: Integrated Marketing Communication, Brand Equity, product purchase intention, new media, promotion.